

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Applicant:

Tomer Palatin

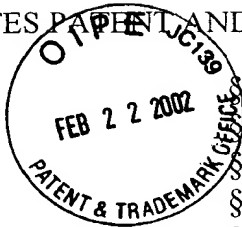
Serial No.: 09/785,487

Filed: February 20, 2001

For: A Competitive On-Line
Merchandising System

Examiner:

Commissioner of Patents and Trademarks
Washington, D.C. 20231



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Group Art Unit:2161

Attorney
Docket: 2457/1

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Technology Center 2100

PRELIMINARY AMENDMENT

Sir:

Before examining this application, please preliminarily amend the
above-identified application as follows:

In the claims:

Please add new claims 19-23 as follows:

19. (new) A system for offering at least one item for sale to at
least one consumer operating at least one user client belonging to a
plurality of user clients, the system comprising;

- (a) the plurality of user clients, each of the user clients
designed and configured to operate a graphical user interface,
said graphical user interface designed and configured for
offering the at least one item for sale;
- (b) at least one server capable of communicating with each
user client of the plurality of user clients, said server designed
and configured for:

- (i) providing information pertaining to the at least one item for sale to a specific user client belonging to said plurality of user clients, wherein said information includes a plurality of fixed prices for the at least one item for sale, a single price from said plurality of fixed prices being made available to the consumer;
- (ii) and debiting said account for said single price if the consumer elects to purchase the item for sale.

20. (new)The system of claim 19, wherein said plurality of fixed prices is selected from the group consisting of identical prices and varied prices.

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21. (new)The system of claim 20, said at least one server is further designed and configured for providing a list displayed in said graphical user interface, said list including all of said plurality of fixed prices.

22. (new)The system of claim 20, wherein said server is further designed and configured for:

- (iv) allowing the consumer to cancel the sale.

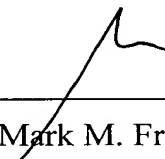
23. (new)The system of claim 20, wherein said server is further designed and configured for:

- (v) further allowing the consumer to elect to have an alternate single price made available.
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No new subject matter has been added by these amendments. More particularly, the claims are the same claims 1-5 just made broader by removing paying a fee for providing information pertaining to the at least one item for sale.

Applicant respectfully requests that a timely Notice of Allowance be issued in this case.

Respectfully submitted,



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Date: 19 February, 2002